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SUBJECT: S/GWI PROJECT PROPOSAL - PAPUA NEW GUINEA

REF: STATE 132094, STATE 012531

11. Embassy Port Moresby is pleased to submit a proposal received from Trends Beauty International - A Cosmetology, Health and Wellbeing Training Program as Papua New Guinea's first preference for funding from the Small Grants Initiative.

12. SUMMARY OF THE PROPOSED PROGRAM

Trends Beauty International (TBI), a leading provider of multicultural hair and beauty care services in Papua New Guinea (PNG), has been established for approximately 20 years. It has been providing training in the beauty care area for 19 years and in the health and wellbeing area for 6 years. To date, the training has focused primarily on staff development for Trends' salon and spa facilities. In the last 5 years, Trends has partnered with Dudley Cosmetology University (DCU) and begun offering short term continuing education training programs for practicing hairdressers and stylists from PNG, Australia, Fiji, Vanuatu, Solomon Islands, New Zealand, and New Caledonia. DCU, based in Kernersville, North Carolina, is considered a world leader in providing training and educational programs that focus on multicultural beauty care. TBI is in the final stages of completing the first training facility in PNG: Trends Beauty Academy. This facility will provide on-going training programs preparing women to professionally meet the growing demand for multi-cultural beauty, health, and wellbeing services in PNG and the region.

13. PROJECT DESCRIPTION

The Trends Beauty Academy Training Programs will provide three practical (learning by doing) levels.

Beginning Hairdressing Training- is to be offered in modular format. This training program consists of five modules that include seminars, demonstrations, workshops, and a practice apprenticeship. Each module has duration of 160 hours and a specific focus:

Module 1- Introduction to the field of cosmetology
Module 2- Introduction to non-chemical services
Module 3- Introduction to chemical services
Module 4- Basic hairdressing services to the public in student salon
Module 5- Salon apprenticeship as beginning stylist in an approved salon

Upon completion of all five modules, the students would have had 800 hours of classes and training and will receive an official certificate of hairdressing from the Trends Beauty Academy.

Specialty Training, the next level, consists of selected programs open to the community, students, and hairdressers.

These programs will be offered periodically. They may be taught by a professional from Trends Beauty Academy, an approved cosmetic manufacture, a partner institution, or by an organization. The curriculum could be technical, practical or informative in nature. Course duration will vary according to

the nature of each program. Examples include self makeup, beauty care and direct sales, skin care, and home hair care.

Continuing Education Training, the third level, is an advanced training program offered by Trends Beauty Academy in conjunction with DCU. This program will be offered only to practicing cosmetologists and students who have successfully reached module 3 of Beginning Hairdressing Training and are recommended by the instructor.

The Continuing Education Training consists of 24 advanced education courses, including in-depth extended 3 week Salon Training Enhancement Program (STEP), five day Advanced Training program, Master Cutting programs, Instructor Training, and a full range of other specialized skill enhancement training options.

PROGRAM DEVELOPMENT

Stage 1: Once the choice of building facility is finalized, TBI, in conjunction with DCU, will develop a pilot program. The purpose of this program is to upgrade and train amateur stylists whose interest and potential have been demonstrated by their involvement directly or indirectly with TBI.

Stage 2: 8-10 candidates will be selected to undergo the 6-week hands-on practical pilot training program. This pilot will enable TBI to initiate the Beginning Hairdressers Training Programs that is scheduled to start in June 2010.

(B) DESIRED OUTCOMES

The outcome of the Cosmetology, Health, and Wellbeing Training Programs is threefold: (1) Training 60-80 new professionals each year as beginning hairstylists; (2) Training 20 to 30 as beginning health & wellbeing beauty therapists per year; (3)

PORT MORES 00000026 002 OF 002

Providing on-going continuing education and training to practicing beauty, health, and wellbeing professionals.

(C) PERFORMANCE MEASURES

To measure the success of the Beginning Hairdressing Training, the goal is to have an 80% completion rate for all students enrolled. Of those students who complete the five modules, 80% are to be placed in an employment opportunity in the beauty, health, and wellbeing industry.

14. BUDGET

Trends Beauty International (TBI) is applying to the Global Women's Issues Small Grants Initiative for funding in the amount of US\$100,000. The grant will be applied to assist women with limited economic means of support, to participate in the Cosmetology, Health and Wellbeing Training Programs in Papua New Guinea, provided by Trends Beauty Academy. Full and/or partial scholarships and stipends will be given to candidates who qualify for assistance.

Trends will work closely with existing groups and organizations whose objectives are the protection, educational development, and economic empowerment of disadvantage women in Papua New Guinea and the region.

Grants funding will also be utilized to assist with the cost of contracting international educators and master instructors in the multicultural beauty care field, to provide specialized courses in critical areas of the training program.

TRANSPARENCY IN MONITORING TRANSACTIONS RELATED TO GRANT FUNDING
Grant related transaction will be processed using web based accounting software which will provide access to the donor organization through the internet for real time monitoring of funds.

(B) TRENDS IN KIND AND FINANCIAL CONTRIBUTIONS TO THE COSMETOLOGY, HEALTH & WELLBEING TRAINING PROGRAM

During the 18 month funding period, Trends contributions will include but not be limited to the following:

- 1) 100 sqm. of office, classroom, and training salon space:
\$10,000.00
- 2) Equipment and furnishings for three fully equipped
classrooms
and one fully equipped training salon: \$ 20,000.00
- 3) Full and part time national and international training
staff: \$30,000.00
- 4) Administration team and materials: \$20,000.00
- 5) Student cost: \$20,000.00

Total contribution during the 18 month funding period:
\$100,000.00

15. RECIPIENT ORGANIZATION

Trends Beauty International was established in 1991 to become the leading provider of multi cultural hair and services in PNG. They established and maintain four salons in PNG. TBI also founded the first multi-cultural spa in PNG in 2004; they are the first and only company to train PNG citizens to work in PNG as spa therapists. TBI brought and continues to bring international instructors to PNG to provide advance hair training, workshops, and master classes in hair, makeup, and wellbeing. Trends' experiences and achievements in the beauty, health, & wellbeing areas place the group in good standing with regard to technical capacity. Trends has developed a long standing relationship with DCU and leading international beauty, health, and wellbeing professionals from the United States, Brazil, Philippines, Thailand, Indonesia, China, and Malaysia. These relationships provide a base of talents and experiences from which Trends Beauty Academy can be supported. The creation of ongoing training programs in the beauty, health, & wellbeing areas is a logical next step based on what Trends has achieved to date.

16. Proposal has been endorsed by PNG's Office of the Minister for Community Development responsible for gender issues.
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